




Adding Value to Produce

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Agenda

- Understanding the market
- Regulations
- Your business plan
- Developing a brand
- Examples
- Funding



Where to Start



Where to Start



- Start with the Customer / Consumer



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Understanding the Market!



- Who and where is the target market ?
- Size of the target market ?
- Gap or opportunity for you in that market?
- Routes to market?
- Promotion?



Current Trends



- Health
- Convenience
- Provenance and Traceability
- Ethics
- Authentic / Artisan



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Audit your Business



- Resources
- Skills
- Finance
- Regulation



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Your Offer



- What product or service?



- What are your unique features or benefits?



- Can you achieve the price point?



Adding Value



- Providing an enhanced product or service for which someone is willing to pay
- Do this by:
 - Enhancing the product
 - Providing additional features or service
 - Developing a strong branding



Changing or enhancing the Commodity



Features or Service



John Lewis



Regulation



- Good food hygiene is essential to make or sell food that is safe to eat.
- The 4 Cs of good food hygiene:
 - Cross-contamination
 - Cleaning
 - Chilling
 - Cooking



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Regulation



- HACCP (Hazard Analysis and Critical Control Point)
- Training for food handlers - required by law, to ensure that food handlers receive appropriate supervision and instruction/training in food hygiene.
- Under EU law, any prepacked food or drink sold in the UK must clearly state if it contains ingredients listed



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14 Allergens



- Celery
- Cereals that contain gluten (including wheat, rye, barley and oats)
- Crustaceans (including prawns, crabs and lobsters)
- Eggs
- Fish
- Lupin
- Milk
- Molluscs (including mussels and oysters)
- Mustard
- Tree nuts (e.g. almonds, hazelnuts, walnuts, brazil nuts, cashews, pecans, etc.)
- Peanuts
- Sesame seeds
- Soybeans
- Sulphur dioxide and sulphites (preservatives that are used in some foods and drinks)



Dairy



Gluten



Seafood



Soy



Egg



Peanuts



Shellfish



Tree Nuts



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Regulation



- SEPA – waste
- Other Waste regulations
- Packaging / Labelling
- Employment regulations



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Developing a brand



“A brand is a name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers” American Marketing Association

“The Brand is the sum total of how someone perceives a particular organization. Branding is about shaping that perception.” Ashley Friedlein



Brand



- **Visual Asset** – Logo/Iconography/Fonts/Colour Palette/Imagery/Illustration/Web Specific Elements (buttons etc.)
- **Personality** – Copywriting/Label text/Advertising/Social Media/Website/Imagery/Storytelling
- **Values** – Goal/Aim/Mission/Strategy/Community or Global Involvement/Charitable or Social involvement/Integrity/Openness/Honesty



Primary Processing



Produce an ingredient



Adding Value



Non-alcoholic Drinks



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Alcoholic Drinks



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Retail – Box Schemes



- Simple (relatively)
- Distribution cost
- Continuity of supply
- Limited geographical growth
- Customer retention



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Online



- Marketing
- Simple (relatively)
- Unknown demand
- No geographical boundaries
- Logistical issues
- Packaging
- Customer retention / Competition



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Farmers Markets



- Cheap
- Customer Feedback
- Building customer base
- ROI
- Weather
- Growth limitations



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Retailing - Farm Shop / Cafe



- Need chimney pots
- Range of options / costs
- Public onto the Farm
- Different skills set required
- Significant recent growth
- Extra space requirements
- Dwell time



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Retail - Vending



Funding

- FPMC Grant
- LEADER
- EDGE
- HIE/SE
- Councils



Pitching



The Perfect Pitch



8 Parts to a Perfect Pitch

1. Hook
2. Problem
3. Solution
4. Money
5. Risk
6. Team
7. Traction
8. Ask



Pitching



The Hook

- Attract Attention
- Provoke
- Impact
- Emotional
- Response
- Opinion



Pitching



The Problem

- Who
- Why
- How

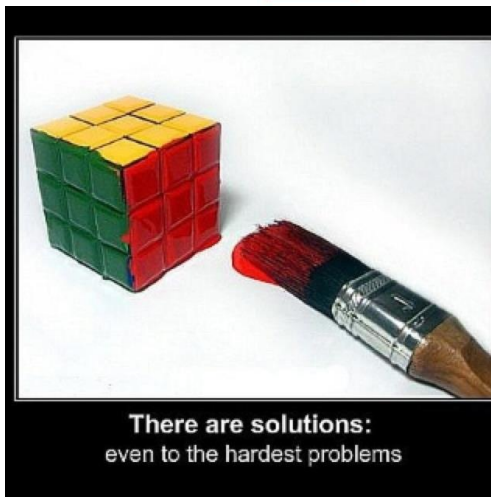


Pitching



The Solution

Very Brief
Feasibility
Outcome
Innovation
Interest



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Pitching



Money

How much it
costs
Funding
Profit Timescale
Scaleability
Price Point
Market Size



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Pitching

Risk

IP
Competitors
Production
Supply/ Distribution





Pitching

Team

Who
Skills
Experience
Recognition
Awards





Pitching



Traction

What has been done?

Customer base

Funding

Validation/Stats

Profit/ Financial



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Pitching



Ask

What you need

How far will it get you



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The Perfect Pitch



The Pitch





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Thank You



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